

Message Text

UNCLASSIFIED

PAGE 01 TOKYO 10644 150927Z
ACTION EA-09

INFO OCT-01 ISO-00 EB-07 /017 W
-----065111 151035Z /23
R 150825Z JUL 77
FM AMEMBASSY TOKYO
TO USDOC WASHDC
INFO SECSTATE WASHDC 9391

UNCLAS TOKYO 10644

FOR OIM/CHAPMAN

E.O. 11652: N/A
TAGS: BEXP, JA
SUBJECT: PROPOSED COMBINED MARKET PROMOTION CONTRACT

1. RE CHAPMAN/BORROWMAN LTR OF JUNE 23, EMBASSY FEELS STRONGLY THAT TOKYO SHOULD NOT BE INCLUDED IN THE PROPOSED CENTRALIZATION OF A MARKET PROMOTION CONTRACT WITH A MAJOR U.S. COMPANY HAVING BRANCHES IN EUROPEAN TRADE CENTER CITIES AND TOKYO. IT MAY WORK WELL FOR EUROPEAN TRADE CENTERS BUT PROBABLY WOULD NOT BE EFFECTIVE IN THIS MAJOR MARKET SO FAR REMOVED FROM PROBABLY CENTRAL OFFICE OF CONTRACTOR.
2. POST WOULD BE PLEASED TO STUDY THE BENEFITS EXPECTED FROM NEW MPC PROPOSAL. HOWEVER, IT WOULD APPEAR MORE COSTLY WITH SUPERIMPOSING ON PRESENT COSTS THE ADDITIONAL EXPENSES OF CENTRAL MANAGEMENT AND TRAVEL REQUIRED. ALSO PROPOSED PLAN ELIMINATES FROM TTC THE SERVICES AND FLEXIBILITY OF EXCELLENT EXPERIENCED LOCAL MPC FIRMS THAT CONSISTENTLY BID SUBSTANTIALLY LOWER THAN THE TOKYO BRANCH OFFICES OF THE LARGE AMERICAN FIRMS BEING ASKED TO BID.
3. DRAFT SPECIFICATIONS FOR PROPOSED CONTRACT APPEAR UNCLASSIFIED

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BASICALLY ADEQUATE AND ACCEPTABLE. AIRMAILING A FEW SUGGESTIONS OF REVISED TERMINOLOGY AND ADDITIONS.
ANSFIELD

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NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01-Jan-1994 12:00:00 am
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Sent Date: 15-Jul-1977 12:00:00 am
Decaption Date: 01-Jan-1960 12:00:00 am
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01-Jan-1960 12:00:00 am
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1977TOKYO10644
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D770252-0514
Format: TEL
From: TOKYO
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1977/newtext/t19770751/aaaabrwi.tel
Line Count: 58
Litigation Code IDs:
Litigation Codes:
Litigation History:
Locator: TEXT ON-LINE, ON MICROFILM
Message ID: 3230c06a-c288-dd11-92da-001cc4696bcc
Office: ACTION EA
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: n/a
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
Review Date: 06-Jan-2005 12:00:00 am
Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 1843087
Secure: OPEN
Status: NATIVE
Subject: PROPOSED COMBINED MARKET PROMOTION CONTRACT
TAGS: BEXP, JA
To: COM
Type: TE
vdkgvwkey: odbc://SAS/SAS.dbo.SAS_Docs/3230c06a-c288-dd11-92da-001cc4696bcc
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